

## Message Text

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PAGE 01 MOSCOW 17866 102004Z  
ACTION EUR-12

INFO OCT-01 EB-08 ISO-00 /021 W  
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R 101845Z DEC 77  
FM AMEMBASSY MOSCOW  
TO USDOC WASHDC  
INFO SECSTATE WASHDC 5506  
AMCONSUL LENINGRAD  
AMEMBASSY VIENNA

UNCLAS MOSCOW 17866

USDOC FOR BEWT/TPD (ROBB AND BEWT/TDAD (STECHSCHULTE)

VIENNA FOR VONTILLIUS

E.O. 11652: N/A  
TAGS: BEXP, UR  
SUBJECT: S/ME FINAL REPORT - "FIRE SAFETY '77"

SUMMARY - "FIRE SAFETY '77", ALTHOUGH NOT HEAVILY ATTENDED, ATTRACTED HIGH-LEVEL SOVIET OFFICIALS TO BOTH RECEPTION AND S/ME SESSIONS PROPER. OPENING REMARKS BY AMBASSADOR AND LEAD-OFF SPEECH (WITH SLIDES) OF NATIONAL FIRE PREVENTION AND CONTROL ADMINISTRATION (NFPCA) ADMINISTRATOR TIPTON WERE WELL-RECEIVED. MAJORITY OF SEMINAR PRESENTATIONS WERE OF EXCELLENT TECHNICAL AND PROFESSIONAL QUALITY, BUT TWO WERE NEARLY IRRELEVANT TO S/ME THEME. MOST PARTICIPANTS, HOWEVER, COMMENTED FAVORABLY ON RESULTS OF EFFORTS. FIRM ADT, A SYSTEMS MAKER, LIKELY TO SEE TANGIBLE COMMERCIAL RESULTS OVER LONGER TERM. END SUMMARY

1. FOLLOWING ARE RESULTS OF "FIRE SAFETY '77" AS OF  
COB DECEMBER 3:

(1) "FIRE SAFETY, '77", SEMINAR/MINI-EXHIBIT

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(2) U.S. COMMERCIAL OFFICE, NOVEMBER 29 - DECEMBER 2, 1977

(3) AGENTS APPOINTED -0-, UNDER NEGOTIATION -0-

(4) FOOR SALES -0-  
12 MONTH PROJECTION: DOLLARS 100,000

(5) NUMBER OF REGISTERED VISITORS -0-  
ATTENDANCE AT EACH LECTURE:

NOVEMBER 29

11:00 A.M. ARMSTRONG CORK CO.	66
2:00 P.M. ICC	20
3:15 P.M. AMERICAN LA FRANCE	17

NOVEMBER 30

10:00 A.M. ADT	27
11:00 A.M. FYRNETICS	22
2:00 P.M. NATIONAL FOAM	14

DECEMBER 1

10:00 A.M. VIKING	50
11:00 A.M. RELIABLE AUTO SPRINKLER	52

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TOTAL 277

(6) TOTAL NUMBER OF PARTICIPANTS:

8 COMPANIES. TWO--FYRNETICS AND AMERICAN  
LAFRANCE DID NOT SEND TECHNICALLY QUALIFIED REPRESENTATIVES  
(THEIR SEMINAR PAPERS WERE PRESENTED BY SATRA CORP., THEIR  
MOSCOW AGENT). SIX COMPANIES (ALL BUT FYRNETICS AND  
AMERICAN LA FRANCE) HAVE SUBMITTED FINAL REPORTS. OF THOSE  
REPORTING: THREE ARE NEW-TO-MARKET; THREE OLD-TO-MARKET;  
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TWO FULLY ACHIEVED FIRST OBJECTIVE, FOUR PARTIALLY  
ACHIEVED IT.

2. HIGHLIGHTS:

ALTHOUGH ATTENDANCE WAS LESS THAN WE ANTICIPATED, THOSE  
SOVIETS WHO CAME TO SHOW WERE KEENLY INTERESTED IN THE  
SPRINKLER, DETECTOR, AND SYSTEMS SEMINAR PRESENTATIONS, AND  
POSED HIGH-LEVEL, PROFESSIONAL QUESTIONS. THE LEAST ATTENDED  
SEMINAR SESSIONS--AMERICAN LA FRANCE AND NATIONAL FOAM--COVERED  
TOPICS AND PRODUCT LINES SOMEWHAT OUTSIDE CENTRAL THEME OF  
SHOW, AND SOVIET INTEREST WAS MINIMAL. ARMSTRONG'S PRESENTATION  
WAS PERHAPS BEST-RECEIVED AND LEAD-OFF STATEMENT GIVEN  
BY HOWARD TIPTON, ADMINISTRATOR NFPCA, SET A POSITIVE TONE FOR  
ENTIRE SHOW.

AMONG SOVIETS IN ATTENDANCE WERE TECHNICIANS FROM: MINISTRY  
OF CONSTRUCTION MATERIALS INDUSTRY, STATE COMMITTEE FOR CIVIL  
CONSTRUCTION AND ARCHITECTURE (GOSGRAZHDANSTROY), MOSSOVIET,  
FIRE FIGHTING SCIENTIFIC RESEARCH INSTITUTE, AND MOSCOW  
FIRE DEPARTMENT. MOST INTEREST WAS SHOWN IN SPRINKLER EQUIPMENT  
DISPLAYED AND DESCRIBED BY VIKING AND RELIABLE. NEXT IN TERMS OF

INTEREST WERE TWO TYPES OF SMOKE DETECTORS ON DISPLAY (ADT'S PHOTOELECTRIC TYPE AND FYRNETICS' IONIZATION TYPE). OUTSIDE APPOINTMENTS WERE ARRANGED FOR BOTH SPRINKLER FIRMS AND FOR ONE DETECTOR MANUFACTURER (ADT) WITH SOVIET BUYER AGENCIES.

3. COMMENT: WHILE "FIRE SAFETY '77" WAS APPARENTLY WORTHWHILE FOR THOSE FIRMS WHICH FIR THEME WELL (ADT, FYRNETICS, VIKING, RELIABLE, ARMSTRONG) IT WAS ONLY marginally BENEFICIAL TO ICC, NATIONAL FOAM, AND AMERICAN LA FRANCE. MOREOVER, PRESENCE OF NATIONAL AND LAFRANCE PRECLUDED PARTICIPATION BY TWO OTHER COMPANIES WHICH MIGHT HAVE CONTRIBUTED TO A BETTER OVERALL PRESENTATION. IN RETROSPECT, UNCLASSIFIED

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IT IS PERHAPS UNFORTUNATE THAT ONE AGENT (IN THIS CASE SATRA) WAS PERMITTED (BY BOTH USCO AND USDOC) TO FOIST ITSELF UPON "FIRE SAFETY '77" WITH ITS OWN COMBINATION OF FIVE FIRMS, RANGING FROM EXCELLENT (ARMSTRONG) TO NEARLY IRRELEVANT (AMERICAN LAFRANCE). TWO CLIENTS SENT NO RPT NO TECHNICAL REPRESENTATIVE FROM THE FIRM PROPER, AND AGENT REPRESENTATIVES WHO DELIVERED SEMINAR PAPERS FOR BOTH THESE FIRMS WAS NOT RPT NOT PERSON WHOM THE AGENT HAD ORIGINALLY DESIGNATED, ALTHOUGH LATTER ATTENDED EACH DAY OF SHOW. THIS LAST-MINUTE CHANGE WAS UNEXPLAINED, AND RESULTED (PERHAPS) IN TWO COMPARATIVELY POOR PRESENTATIONS. SOME OF BLAME, OF COURSE, FOR NOT HAVING TECHNICAL REPS ON HAND MUST LIE WITH FIRMS THEMSELVES. ALTHOUGH BOLSTERED BY A HIGHLY PROFESSIONAL PRESENTATION BY ARMSTRONG, AND AN EXCELLENT TECHNICAL PAPER FROM VIKING, WE MUST REPORT IN ALL CANDOR THAT "FIRE SAFETY '77" WAS OVERSOLD TO SOVIETS, GIVEN FINAL SPECTRUM OF U.S. FIRM PARTICIPANTS. IN FINAL ANALYSIS, LIKELY WINNER OVER LONG TERM WILL BE ADT WHICH INTENDS TO RETURN TO USSR FOR LARGE SHOW ON SECURITY SYSTEMS (CONCENTRATING ON FIRE SECURITY) IN MAY 1978, BECAUSE OF HIGH DEGREE OF INTEREST GENERATED IN ADT SYSTEMS APPROACH AT "FIRE SAFETY '77." FINALLY, HOWARD TIPTON'S PRESENCE AT SEMINAR UNDOUBTEDLY WAS DRAWING CARD FOR SEVERAL HIGH-LEVEL SOVIETS. MR. TIPTON'S EXCELLENT MEETINGS WITH SENIOR SOVIET OFFICIALS BEING REPORTED SEPTEL. TOON

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## Message Attributes

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